

DESIGN GUIDELINES FOR PACKAGING

UNIFIED NORDIC PICTOGRAM SYSTEM FOR RECYCLING

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Introduction - about the system

Unified Nordic pictogram system for recycling

The Nordic countries strengthen waste sorting with a Common System of Symbols for waste bins, recycling stations, recycling centres and for packaging.

The system of waste symbols have been launched in Denmark (2017), Sweden (2020) and Iceland (2020).

The system currently consists of about 100 different pictograms and about 15-20 of them can be used on packaging.

The pictograms are overall identical - except for language.

The pictogram system is intended to guide people in the same way visually on how to sort waste everywhere:

- At home
- At the workplace
- In holiday homes
- At the recycling centres
- In public urban places
- At events - concerts, festivals, and cinemas etc.
- On packaging and products

The advantages of a common system of symbols include increased recognition, which creates better conditions for sorting the waste correctly. The fact that producers and exporters use the same label on packaging - regardless of which country they are in - also makes it easier for both them and consumers.

EUicto

EUicto is an initiative founded by four Nordic municipal waste associations Dansk Affaldsforening - Danish Waste Association, Avfall Sverige - Swedish Waste Management Association, KIVO Suomen Kiertovoima - Finnish Solid Waste Association and Samband íslenskra sveitarfélaga - Icelandic Association of Local Authorities.

The association's purpose is to own, develop, distribute and administer a system of international waste management pictograms in order to facilitate the most environmentally friendly handling of waste and reuse of products.

The goal of the Nordic pictogram system and the collaboration between the Nordic countries is to:

Achieve correct and increased waste sorting through uniform product and waste labeling, which makes a substantial contribution to a sustainable society, a circular economy and the implementation of the global sustainability goals.

The original Danish pictogram system for waste sorting was first developed in 2016 by the Danish Waste Association, Local Government Denmark and the Danish Ministry of Environment/Environmental Protection Agency and designed by design agency Futu.

Why pictograms on packaging ?




























The pictograms can be used on products, for example packaging and single use products, to guide consumers on how the product should be sorted as waste.

The pictograms then becomes a visual link between the empty package and the waste container and helps the consumer to sort correctly.

It also creates opportunities for dialogue with how packages are designed for reuse or recycling.

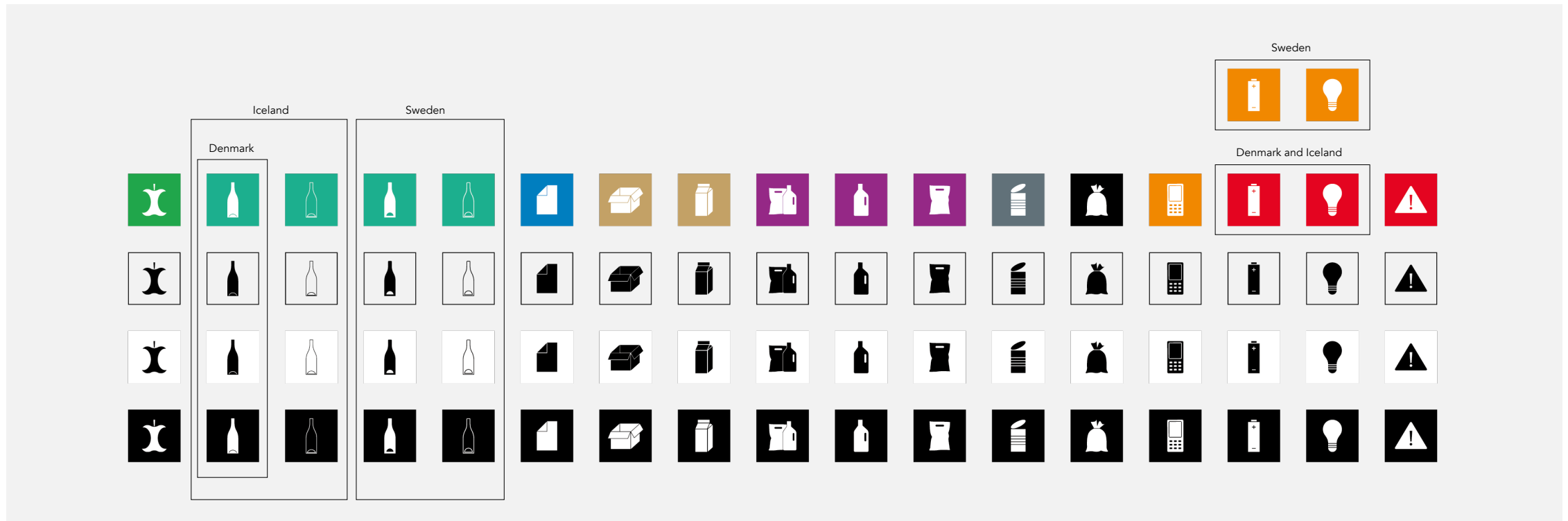


Pictograms in Denmark, Sweden and Iceland - collection services

	FOOD WASTE	GLASS	CLEAR GLASS	COLORLED GLASS	PAPER	CARDBOARD	BEVERAGE & FOOD CARTONS	PLASTICS	RIGID PLASTICS	SOFT PLASTICS	METAL	RESIDUAL WASTE	SMALL ELECTRONICS	BATTERIES	LIGHT BULBS	HAZARDOUS WASTE
Denmark	 MADAFFALL	 GLAS			 PAPIR	 PAP	 MAD- & DRIKKE- KARTONER	 PLAST	 HÅRD PLAST	 BLØD PLAST	 METAL	 RESTAFFALD	 SMÅT ELEKTRONIK	 BATTERIER	 ELPÆRER	 FARLIGT AFFALD
									Possibly to be phased out on kerb side collection services from 2025							
Sweden	 MATAVFALL		 OFÄRGADE GLASFÖRPACKNINGAR	 FÄRGADE GLASFÖRPACKNINGAR	 PAPPER	 PAPPERS- FÖRPACKNINGAR	 PAPPERS- FÖRPACKNINGAR	 PLASTFÖRPACKNINGAR	 PLAST		 METALL- FÖRPACKNINGAR	 RESTAVFALL	 SMÅELEKTRONIK	 BATTERIER	 LJUSKÄLLOR	 FARLIGT AVFALL
									Being implemented now							
Iceland	 MATARLEIFAR	 GLER	 GLÆRT GLER	 LITAD GLER	 PAPPÍR	 BYLGJÚPAPPI	 SLÉTTUR PAPPÍ	 PLAST	 HART PLAST	 Mjúkt PLAST	 MÁLUMBÚÐIR	 BLANDADUR ÚRGANGUR	 SMÁ RAFTÆKI	 RAFHLOÐUR	 LJÓSAPEIRUR	 SPILLIFEÐI
									Being implemented now							

Available pictograms for packaging

Available in EPS file format



Pictogram with fraction name

Pictogram with fraction name in Danish, Swedish or Icelandic, can also be used on packaging design, for the specific country.

The pictograms are identical, but in Sweden the fraction name is brought out and placed underneath. It can be used with or without the fraction name.

Minimum size for pictogram with fraction name: 10 x10 mm.



Download

Download the Danish pictograms here:

<https://danskaffaldsforening.dk/the-danish-pictograms-waste-sorting>

Download the Swedish pictograms here:

<https://www.sverigesorterar.se/>

Download the Icelandic pictograms here:

<https://fenur.is/taknmyndabanki/>

Colours



CMYK 80 0 90 0
PANTONE 7482 C
RGB 0 160 75 / #00a04b
RAL 6037 / PURE GREEN



CMYK 25 35 65 5
PANTONE 7562 C
RGB 190 160 100 / #bea064
RAL 1024 / OCHRE YELLOW



CMYK 0 100 90 0
PANTONE 485 C
RGB 225 15 3 0 / #e10f1e
RAL 3020 / TRAFFIC RED



CMYK 75 0 55 0
PANTONE 2401 C
RGB 30 175 140 / #21b685
RAL 6027 / LIGHT GREEN



CMYK 50 95 0 0
PANTONE 7656 C
RGB 150 30 130 / #961e82
RAL 4008 / SIGNAL VIOLET



CMYK 0 55 100 0
PANTONE 144 C
RGB 240 145 10 / #f0910a
RAL 2008 / BRIGHT RED ORANGE



CMYK 95 35 5 0
PANTONE 2185 C
RGB 0 130 190 / #0082be
RAL 5015 / SKY BLUE



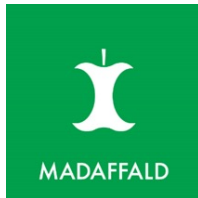
CMYK 25 0 0 65
PANTONE 444 C
RGB 90 110 120 / #5a6e78
RAL 7031 / BLUE GREY



CMYK 20 20 20 100
PANTONE BLACK 6 C
RGB 20 20 20 / #141414
RAL 9005 / JET BLACK

Font

Font used on pictograms



Denmark
FUTURA medium
ALL CAPS



Sweden
D-D Condensed Bold
ALL CAPS

Free download
[D-DIN Condensed Bold - Font Free \[Download Now \] \(fontsfree.net\)](#)



Iceland
FUTURA PT Book
ALL CAPS

Text and language

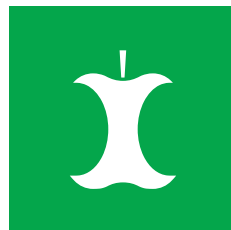
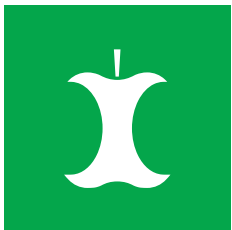
Text and pictogram

- As a minimum, write fraction name next to the pictogram - above or to the right.
- When same packaging used in both Denmark, Sweden and Iceland, write fraction name in Danish, Swedish, Icelandic and English.
- Use a font that is easy to read and write e.g fraction name in ALL CAPS.

Example of how text will appear on packaging:

Sorted as:

MADAFFALD
MATAVFALL
MATARLEIFAR
FOOD WASTE



Sorted as:

MADAFFALD
MATAVFALL
MATARLEIFAR
FOOD WASTE

Text and pictogram with fraction name

- Pictogram with fraction name in Danish, Swedish or Icelandic, can only be used for a specific country.
- Feel free to use explanatory text, next to the pictogram - above or to the right.
- Use a font that is easy to read and write e.g fraction name in ALL CAPS.

Example of how text will appear on packaging:

Sorteres som:



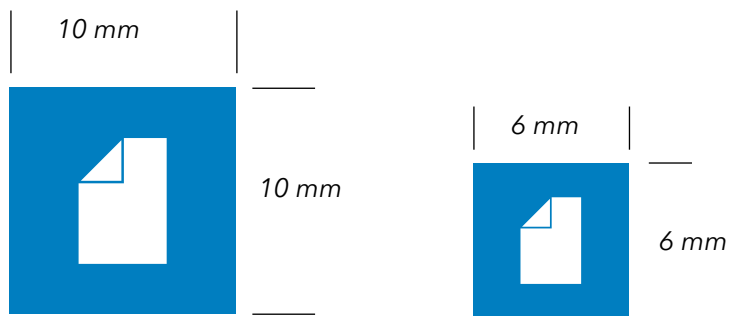
Sorteres som:

Size

Pictogram without fraction name

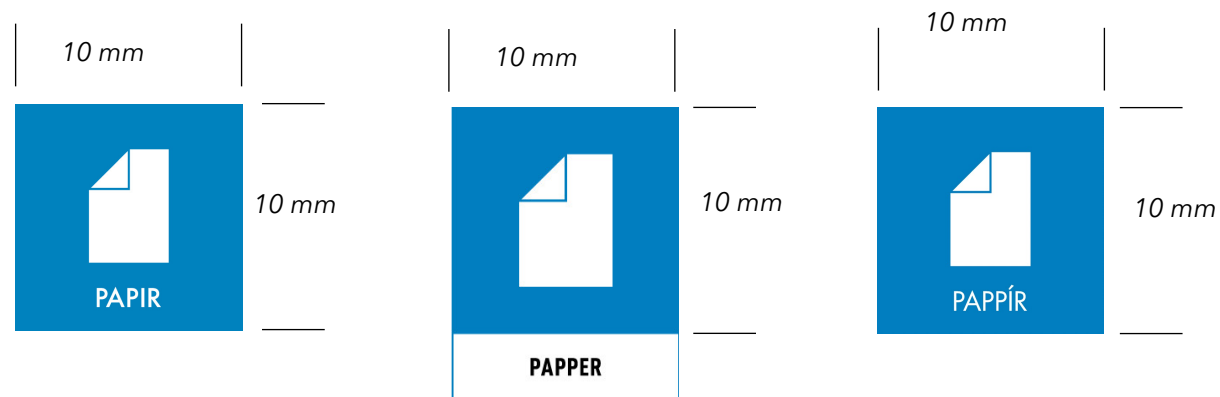
Recommended minimum size: 10 x 10mm

On small packaging, minimum size: 6 x 6 mm



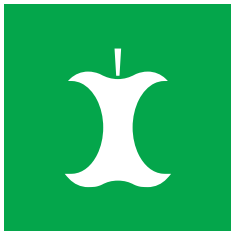
Pictogram with fraction name

Minimum size: 10 x10mm



Layout principles

When only pictogram is used, it must be combined with text /fraction name.




Sorted as:
MADAFFALD
MATAVFALL
MATARLEIFAR
FOOD WASTE

Lorem ipsum

Consectetu: 400g
Odio dignissim: Qui blandit praesent
luptatum zzril delenit (E 407)

Dolor sit 100g:
Eugait.....1240/267 kgep
Adipiscing.....22 g
Diam13 g
Nonummy9,0 g
Nibh0,4 g
Euismod19 g
Tincidunt0,6 g

Dolore magna: Aliquam erat
volutpat, ut wisi enim ad minim.




Sorted as
MADAFFALD
MATAVFALL
MATARLEIFAR
FOOD WASTE

Lorem ipsum

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Dolor sit 100g:
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Nonummy9,0 g
Nibh0,4 g
Euismod19 g
Tincidunt0,6 g

Dolore magna: Aliquam erat
volutpat, ut wisi enim ad minim.



Layout principles

Place explanatory text + fraction name above or on the right side of the pictogram.

Lorem ipsum

Consectetu: 400g
Odio dignissim: Qui blandit praesent
luptatum zzril delenit (E 407)

Dolor sit 100g:
Eeugait.....1240/267 kgep
Adipiscing..... 22 g
Diam 13 g
Nonummy 9,0 g
Nibh 0,4 g
Euismod 19 g
Tincidunt 0,6 g

Dolore magna: Aliquam erat
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Sorted as
EXERCI
CONSEQUAT
ULLAMCOR TATION
ADIPISCING




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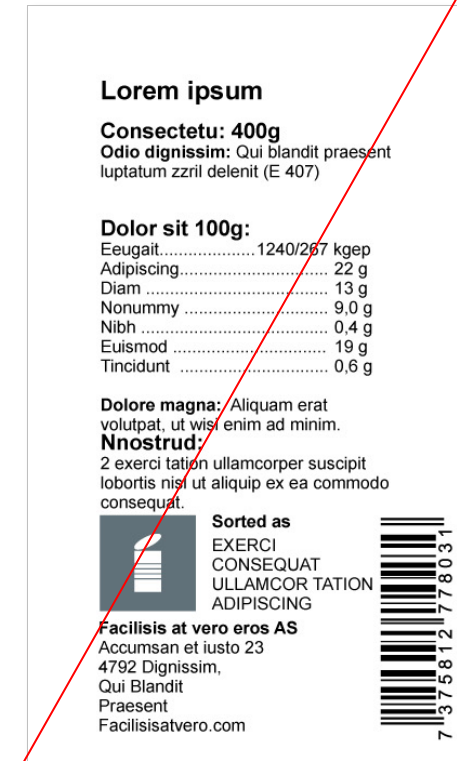
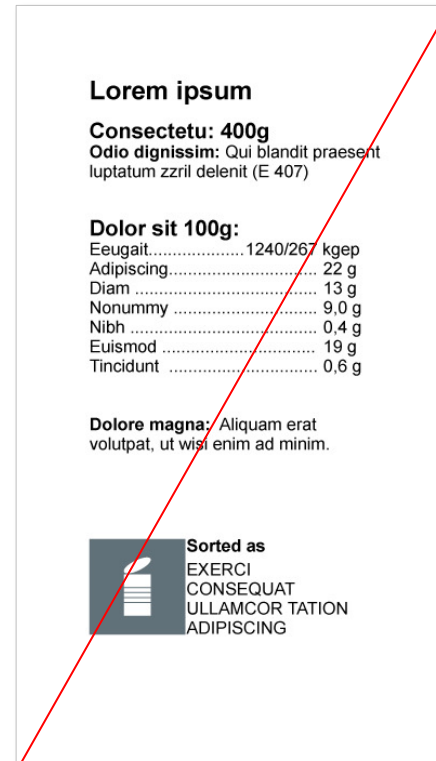
Dolor sit 100g:

Eeugait.....	1240/267 kgep
Adipiscing.....	22 g
Diam	13 g
Nonummy	9,0 g
Nibh	0,4 g
Euismod	19 g
Tincidunt	0,6 g

Dolore magna: Aliquam erat
volutpat, ut wisi enim ad minim.

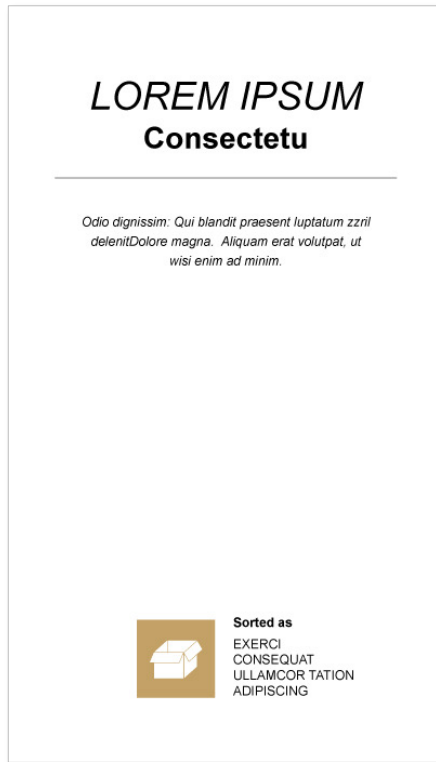
Facilis at vero eros AS
Accumsan et iusto 23
4792 Dignissim,
Qui Blandit
Praesent

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Layout principles

If possible, place pictogram on front of the packaging. It raises environmental awareness for the consumer.



Layout principles

Use preferably pictograms in correct colour. They are also available in black/white and outlined black.

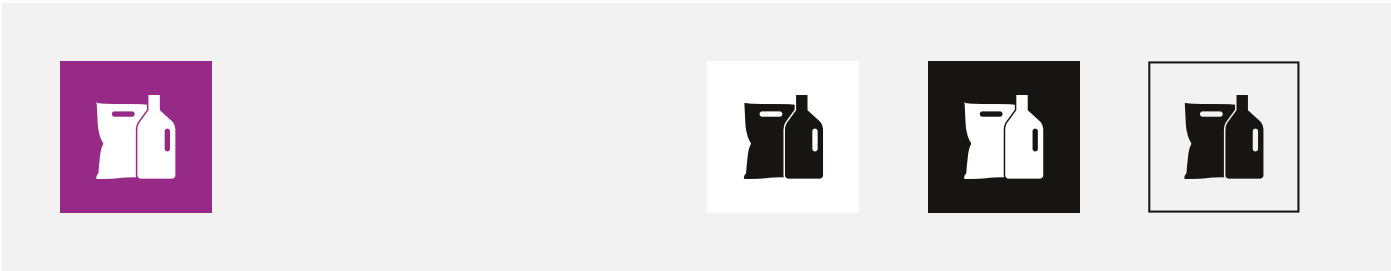
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Primary choice if possible

Secondary choice

Layout principles

Place the pictogram visibly and with contrast to the background.



Layout principles

The colours of the pictograms are not allowed to be changed.
Be aware, that the outlined version will appear in the wrong colour when placed on a coloured background.

Lorem ipsum

Consectetu: 400g

Odio dignissim: Qui blandit praesent
luptatum zzril delenit (E 407)

Dolor sit 100g:

Eeugait..... 1240/267 kgep
Adipiscing..... 22 g
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Tincidunt 0,6 g

Dolore magna: Aliquam erat
volutpat, ut wisi enim ad minim.



Sorted as

EXERCI
CONSEQUAT
ULLAMCOR TATION
ADIPISCING

Layout principles

Use only outlined black pictogram version, when background is same colour as the pictogram. Outlined white version can also be made from the EPS file.



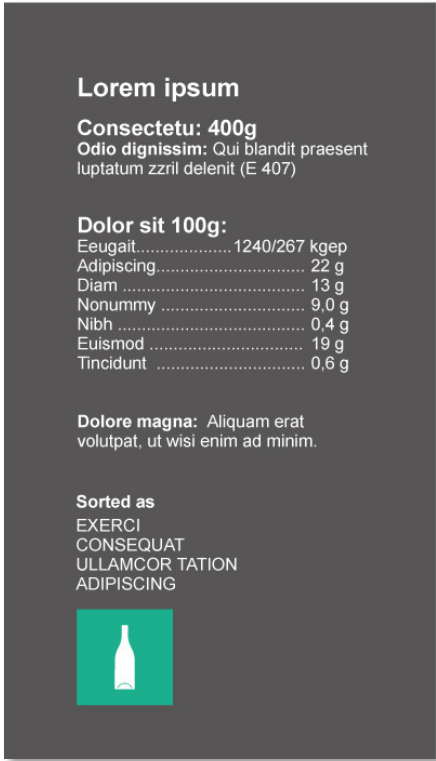
Layout principles

When the background colour is a middle tone, close to the pictogram colour or without enough contrast, use black or white version. Inverted colour version can also be made from the EPS file.



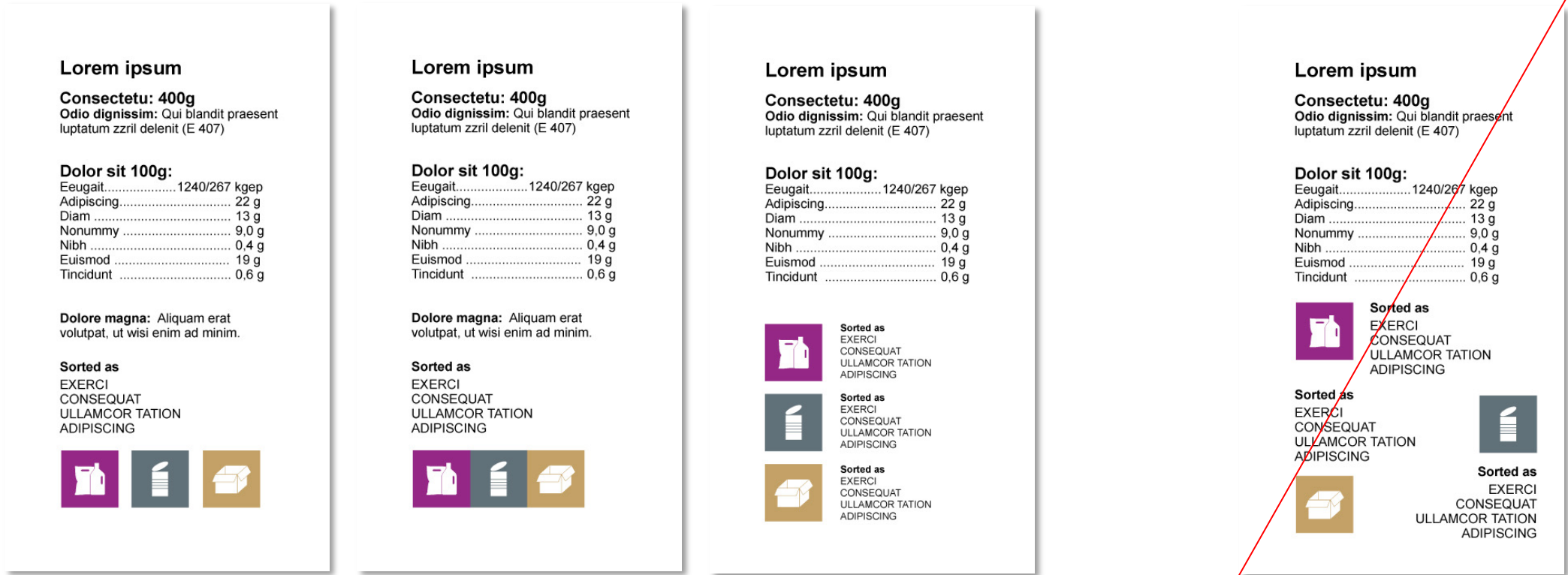
Layout principles

The pictogram should always appear as a square.



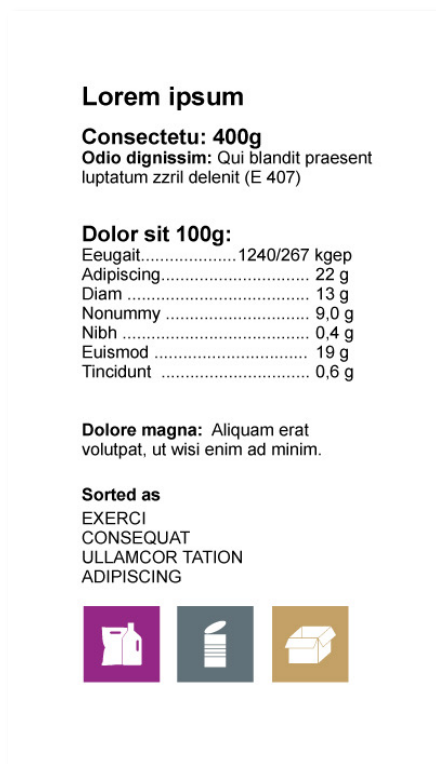
Layout principles

With multiple pictograms on the same packaging, always place the pictograms close to each other and aligned. The text can be one paragraph or split, depending on the message.



Layout principles

Always use the same pictogram versions on the same packaging.



Contact

EUpicto

Niels Toftegaard
Phone: +45 7231 2078
Email: nt@danskaffaldsforening.dk
www.eupicto.com

Local country association

Danish Waste Association

Vester Farimagsgade 1, 5th floor
DK-1606 Copenhagen West
+45 7231 2070
mail@danskaffaldsforening.dk
www.danskaffaldsforening.dk

Download the Danish system here:
<https://danskaffaldsforening.dk/the-danish-pictograms-waste-sorting>

Avfall Sverige

Baltzargatan 25
21136 Malmö
+46 40356600
info@avfallsverige.se
www.avfallsverige.se

Download the Swedish system here:
<https://www.sverigesorterar.se>

Samband íslenskra sveitarfélaga

Borgartúni 30,
105 Reykjavík
+32 55154900
samband@samband.is
www.samband.is

Download the Icelandic system here:
<https://fenur.is/taknmyndabanki/>